

# Katie Paxton

ART DIRECTOR

katiepaxton9@gmail.com  
270.564.8611  
www.katiepaxton.com

Art director with 4+ years of experience conceptualizing and executing multiple brand campaigns across various channels on tight deadlines. Skilled at concepting campaigns, graphic and motion design, and creative collaboration.

## EDUCATION

### VCU BRANDCENTER

2017-2019

M.S. Business/Branding, Art Direction

### WASHINGTON & LEE UNIVERSITY

2013-2017

B.A. English, Cum Laude

Double Minor: Mass Communications & Film

## SKILLS

- Adobe Photoshop, Illustrator, & InDesign
- Adobe After Effects & Premiere
- Cinema 4D
- Final Cut Pro
- Keynote
- Mailchimp
- Concepting 360 Ad Campaigns
- Photo & Video Content Creation
- Layout & Design
- Typography & Color Theory
- Writing
- Presenting & Public Speaking
- Creative Problem-solving
- Attention to Detail
- Time Management

## BONUS SKILLS

- Signing up for too many fitness classes
- Cooking and baking recipes based on my favorite movies
- Karaoke, particularly ABBA

## EXPERIENCE

### ART DIRECTOR

WEST CARY GROUP | REMOTE | JUNE 2023 - PRESENT

- Conceptualizing, art directing, and designing digital campaigns for Capital One, including emails, social, banners, illustrations, and animated GIFs/videos.

### ART DIRECTOR (Contract)

DELL TECHNOLOGIES | REMOTE | JANUARY 2022 - FEBRUARY 2023

- Conceptualized, art directed, and designed 360 campaigns as a part of Dell Technologies' in-house agency, including video, social (paid & organic), banners, print, email, and website design. Worked on LOBs like monitors, webcams, and Alienware Gaming.

### ART DIRECTOR

EP+CO | REMOTE | SEPTEMBER 2020 - JANUARY 2022

- Conceptualized, art directed, and designed 360 campaign for Oui by Yoplait, including print, digital video, in-store and social ads.
- Conceptualized and art directed broadcast TV and social content for Bojangles.
- Developed concepts and pitched campaigns for new business.

### FREELANCE ART DIRECTOR

REMOTE | MAY 2020 - OCTOBER 2020

- Conceptualized and designed assets for social media, digital, UI, and emails for yak.live, a tech start-up for live events.
- Designed social media content for Betera, a start-up creating zero-proof cocktails.
- Conceptualized and pitched brand awareness campaign for Cortica, a medical institute treating children with autism.

### JUNIOR ART DIRECTOR

SOCKEYE | PORTLAND, OR | JUNE 2019 - FEBRUARY 2020

- Developed concepts for 360 ad campaigns for Adidas, OHSU Hospital, and new business pitches.
- Strategized social media content and designed posts for the agency's social media accounts.

### ART DIRECTION INTERN

EP+CO | GREENVILLE, SC | JUNE 2018 - AUGUST 2018

- Brainstormed and designed social media posts for The UPS Store.
- Conceptualized social media campaign for Lenovo.
- Conceptualized and designed pitch book for Denny's broadcast campaign.
- Designed logos for Blueprint RF.